DOCUMENT RESUME

ED 136 849 JC 770 188

TITLE	The Food Service Manager; A Study of the Need for a Food Service Management Program in Ocean County.
INSTITUTION	Ocean County Coll., Toms River, N.J.
REPORT NO	75-76-05
PUB DATE	Jun 76
NOTE	29p.
EDRS PRICE	MF-$0.83 HC-$2.06 Plus Postage.
DESCRIPTORS	Community Colleges; *Employer Attitudes; Employment Opportunities; Feasibility Studies; *Food Service Occupations; Institutional Research; *Junior Colleges; *Needs Assessment; Program Development; Student Interests; Surveys

ABSTRACT

Ocean County College conducted a feasibility study for the purpose of determining whether there was a need for a food service management program within its service area and to ascertain an estimate of the potential student pool for such a program. Surveys were sent to 243 restaurants and institutions and were administered to students from county high schools and vocational-technical schools. Results of the survey revealed: (1) 46% of the institutions felt a need for a higher education food service program while 65% of the restaurants felt such a need existed; (2) restaurants and institutions felt that nearly 500 of their present employees could benefit from such a program; (3) 42% of the potential employers of food service managers indicated they would probably assist their employees with tuition expenses; (4) of the students surveyed, 45 expressed an interest in a food service management program; (5) and 60% of the potential employers were willing to accept interns on a cooperative basis. It was recommended that a food service management program be developed and that all necessary steps be taken to implement the program on an evening basis beginning in spring 1977. Tabular data are presented throughout the report and the survey instruments are attached. (JDS)

****
* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. Nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *
****

ED136824

U.S. DEPARTMENT OF HEALTH, EDUCATION & WELFARE
NATIONAL INSTITUTE OF EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

THE FOOD SERVICE MANAGER

A Study of the Need for a Food Service Management Program in Ocean County

OCEAN COUNTY COLLEGE
Toms River, New Jersey

by
Office of Institutional Research
Richard M. Parrish, Director

Report No. 75-76-05

June, 1976

JC 770 785

TABLE OF CONTENTS

Chapter:		Page(s)
	LIST OF TABLES	i
	LIST OF FIGURES	ii
I	INTRODUCTION	1
	-Background	1
	-The Populations & Samples	3
II	RESEARCH METHODS	4
III	THE RESULTS	5
	-Restaurant Employers	5
	-Institutions including Day Care, Hospitals, Schools & Nursing Homes	6
	-Student Demand for the Program	13
IV	SUMMARY AND RECOMMENDATIONS	13

APPENDIX:

A	NEEDS SURVEY - HOSPITALITY MANAGEMENT PROGRAM, FOOD SERVICE MANAGEMENT OPTION	16
B	EMPLOYER COMMENTS	19
C	NAMES OF RESTAURANTS AND INSTITUTIONAL RESPONDENTS	20

LIST OF TABLES

Table		Page
I	Additional Food Service Management Positions Currently Vacant	8
II	Food Service Management Positions Available for 1977-85 in Ocean County Restaurants and Institutions	9
III	Number of Current Employees Who Would Take Food Management Courses on a Part-time Basis at Ocean County College	10
IV	Time of Day Most Desired for Offering Food Service Courses on a Part-time Basis	11
V	Would the Restaurant or Institution Assist Their Employees in Paying the Tuition?	11
VI	If the Current Employees Completed a Food Service Management Program at Ocean County College Would They Receive a Concomitant Increase in Salary?	11
VII	Would the Restaurant or Institution be Willing to Accept Student Interns?	12
VIII	Is There a Need for a Higher Education Program in Food Services Management in Ocean County?	12

LIST OF FIGURES

Figure		Page
1	Type of Institutional Respondent	6

CHAPTER I

INTRODUCTION

Background

One of the most important steps in developing a new career program in a community college is establishing the fact that a local need exists. State and national needs are also taken into consideration; however, the primary emphasis must remain local. If we encourage students to enroll in a career program we have an obligation to ensure that their new skills will be marketable upon graduation.

Back in the early days of Ocean County College's history, several unsolicited letters prompted our academic Business Department personnel to seriously think about offering a foods services management curriculum. A request for Vocational Education Funds from the State Department of Higher Education was made during the first year of the college, 1966-67, for the purpose of doing a feasibility study. This request was successful and funded for the fiscal year 1967-68. A consultant was hired to work with the Business Department. A local advisory committee was formed to assist in the study. The response to the initial food service management questionnaire was overwhelmingly positive from school districts, restaurants, food service industries and nursing homes.

During the Spring semester of 1968, two food service courses were offered:

BU 181 Introduction to Food Service
BU 191 Introduction to Food Distribution.

Two additional courses were developed for the Fall semester of 1968. The plan was to offer this program in the evening both for full-time matriculated and non-degree students. The program (only a few courses) ran for four semesters, Spring '68 to Fall '69, with an average class size of 8 students. The Spring of 1970 saw the demise of the course offerings. The program designation was taken out of the 1970-71 Ocean County College catalog.

Why did the program fail to succeed given the need for qualified food service managers? Mr. Charles Strain, Chairman of the Business Department revealed the following reasons for the lack of success in sustaining a food service management program:

1. Lack of student demand. The trend of the late 1960's in Ocean County was that all two-year graduates should transfer to a four-year college. The work ethic of the 70's had not yet appeared. There was a definite lack of interest in career programs from the student viewpoint. Even on a part-time evening basis student demand was low.

2. Lack of fully trained faculty.
3. Lack of adequate facilities. For laboratory purposes, the lunchroom/cafeteria facilities were used at the Toms River Intermediate School, located adjacent to the campus. Although these facilities were adequate for a short term, over the long-run, they were not suitable. The college did not have any plans of building kitchen laboratory facilities.
4. Cost of sustaining. The long-term costs of sustaining a program on a low-enrollment basis were very high.

The purpose of this survey was to determine if, in fact, a need for food service managers still exists today in Ocean County, and if prospective employers would hire graduates of the program. The student demand and space for laboratory facilities were to be examined in this survey.

The proposed program for food service managers should be designed to prepare the student for immediate employment upon graduation, educated with skills in the following areas: (1) food selection and preparation; (2) menu planning; (3) food and beverage purchasing; (4) personnel management; (5) commercial food production, and others.

An advisory committee consisting of:
Charles Laratta, Bey Lea Travel and OCC Adjunct Instructor, Toms River, N. J.;
Anthony R. Esposito, Jr., Kings Grant Inn, Point Pleasant, N. J.;
Ronald Conboy, Point Pleasant Board of Education, Point Pleasant, N. J.;
Charles Kauffman, Ocean County Public Health Coordinator, Toms River, N. J.;
Robert Newman, Assistant Superintendent, Ocean County Vocational Schools;
Frank W. Adam, Career Development Director, Ocean County Vocational Schools;
Paul Gertner, Food Services Instructor, Ocean County Vocational Schools;
Philip Cohen, Food Services Instructor, Ocean County Vocational Schools;
Eugene Friedman, Director/Owner, N. J. Rehabilitation Center;
Mrs. Eugene Friedman, Food Services Administrator, N.J. Rehabilitation Center, Toms River, N. J.;
Norman Colby, Director of Voc. Ed., Toms River H.S. South, Toms River, N. J.;
In addition to
Wilmot F. Oliver, Dean of Instruction, Ocean County College;
Judith N. Brown, Ass't. Dean of Instruction, Ocean County College;
Richard M. Parrish, Director of Institutional Research, Ocean County College; and
Charles E. Strain, Chairman, Business Department, Ocean County College
provided practical insight to the design of the employer-based research instrument The employer survey was conducted by the Office of Institutional Research.

Information from a 1974 Office of Institutional Research County High School student survey[1] and a 1976 survey of the county vocational schools conducted by Mr. Frank Adam, Ocean County Vocational School administrator provided data concerning student demand.

The Populations & Samples

In cooperation with the Ocean County Board of Health, a listing of restaurants, nursing homes and school districts in Ocean County with a food license was prepared. The food establishments were selected on the following criteria:

1. Institutions: All Ocean County hospitals, nursing homes, day care centers, school districts, etc.
2. Restaurants: Those selected were based on the total patronage exceeding over 100 per day.

The total number of potential employers, thus selected, was 243.

Another population surveyed in this study consisted of potential students interested in food management as a career. Mr. Frank Adam, Director of Career Development, Ocean County Vocational Schools and the writer surveyed the county food service vocational school students concerning their own career interests. This student population surveyed totaled forty-eight, consisting of juniors and seniors.

A second population of potential students would be all those persons presently involved in the food service industry. These persons may be interested in developing their skills and potential for management. Although this constituency was not directly surveyed, the employers were asked to specify the number of their employees that they thought would benefit by taking courses on a part-time basis at Ocean County College.

A third student population mentioned in the findings of this study was the county high school juniors & seniors. This "Survey of Educational Goals, Ocean County High School Juniors & Seniors, Fall 1974," allowed the students to indicate their curricular desires if higher education was one of their goals. The sample of 2,727 juniors & seniors represented about 34% of the entire population of Ocean County juniors and seniors at that time.

[1]Richard M. Parrish, "Survey of Educational Goals, Ocean County High School Juniors & Seniors, Fall, 1974," Ocean County College, Toms River, N. J., 1975

CHAPTER II

RESEARCH METHODS

After much preliminary discussion, the Chairman of the Business Department, the Dean of Instruction and the Assistant Dean of Instruction felt positive about the need for a feasibility study on a food service management program. The Office of Institutional Research was contacted. Several meetings were held prior to having the advisory committee meet on campus.

The initial Food Services Advisory Committee (see pg. 2) met at Ocean County College in late January, 1976 to discuss the potentials of a food service management program and to review the employer survey instrument designed in the Institutional Research Office. The research instrument (see Appendix A) was refined and the employer population identified.

On March 9th, 243 surveys were mailed to the employer population. A reminder postcard was sent to non-respondents on March 18th and a second mailing of the survey to those still not responding on March 26, 1976. The responses came back very slowly, with the last one received on May 3rd. The total number responding was 131 for a response rate of 54%. Twenty-one of the responses received were not useable due to non-completion or a misunderstanding of the directions. Thus, the total number of tabulated returns was 110; 50 institutions and 60 restaurants for a response rate of 45%. The data presented in this report, therefore, could be subject to a possible sample bias, although the direction of such a bias, if operative, is not evident. The writer has assumed that the non-respondents do not differ significantly from the respondents in terms of this survey.

The potential student populations were surveyed via three different approaches as was explained previously. The response rate for the vocational student survey was 100% since the survey was administered during class hours. Responses from persons presently working in the business were received indirectly via the employers viewpoint. This procedure precludes the tabulation of a response rate and is definitely subject to bias. Inferences drawn from this data should be used very cautiously. The 1974 student interest survey using the stratified random sampling technique of selecting potential respondents yielded a response rate of 70%. The non-responses from this survey were caused by administrative errors in the individual schools. No sample biasness was evident, therefore, the responses of this sample can be assumed representative of the population.

Final tabulations and recording of the respondent surveys were completed in the Office of Institutional Research.

CHAPTER III
THE RESULTS

Restaurant Employers

The restaurants represented in the survey were a varied group ranging from a small coffee shop to fast food chain establishments to large full-menu restaurants to the new Great Adventure Amusement Park. Thus, this sample of 60 establishments can be considered representative of the types of restaurants in Ocean County.

A large percentage of the respondents reported their total staff size rather than the management size as requested; thus, the total number of part-time and full-time management employees has not been tabulated.

The additional food service management positions currently available, as indicated by the respondents, is small. Thirty-four such positions were vacant currently. One fast food owner/operator indicated a state-wide need of 29 management positions in addition to the 34 positions, (Table I).

The critical question to be examined is the long-term need for food service managers. The 60 respondents indicated an average yearly need of 34 managers for the nine year period 1977-1985. This excludes the Great Adventure Amusement Park need for 20 individuals per year for 1977-1979, 15 individuals per year for 1980-1985 and Bob's Big Boy restaurant need for 39 food managers in New Jersey, (Table II). Company expansion and annual turnover were considered by the respondents.

The respondents indicated that 321 of their present employees including themselves, would benefit by taking food management courses on a part-time basis at Ocean County College, (Table III). Of those responding, 38% felt that courses should be offered at night. The remaining 32% of those responding were almost equally split on their desires for weekday, Saturday and other specific times, (Table IV).

At $75 a course 43% of the respondents indicated the company would assist the employee in paying the tuition, 25% would not assist, 30% were undecided and the others did not respond, (Table V).

Would the present food service employees receive an increase in salary upon completion of the proposed food service management program? One-third of the respondents indicated, yes they would; 27% said no; 38% were undecided; and 2% did not respond, (Table VI).

An overwhelming majority of the respondents felt their restaurant would be willing to accept cooperative interns in a field work experience, (2/3 of the total), (Table VII).

When asked about the need for a higher education food service program, approximately 2/3 of the sample were in favor. Only two respondents opposed such a venture, the remaining being undecided, (Table VIII).

Individual comments by the respondents are listed in Appendix B.

Institutions including Day Care, Hospitals, Schools & Nursing Homes

Fifty useable returns were received from the institutional respondents: Twenty-nine returns (public schools); 4 returns (private religious schools); 6 returns (hospitals and medical centers); 9 returns (nursing homes); and 2 returns from day care centers, (Figure 1).

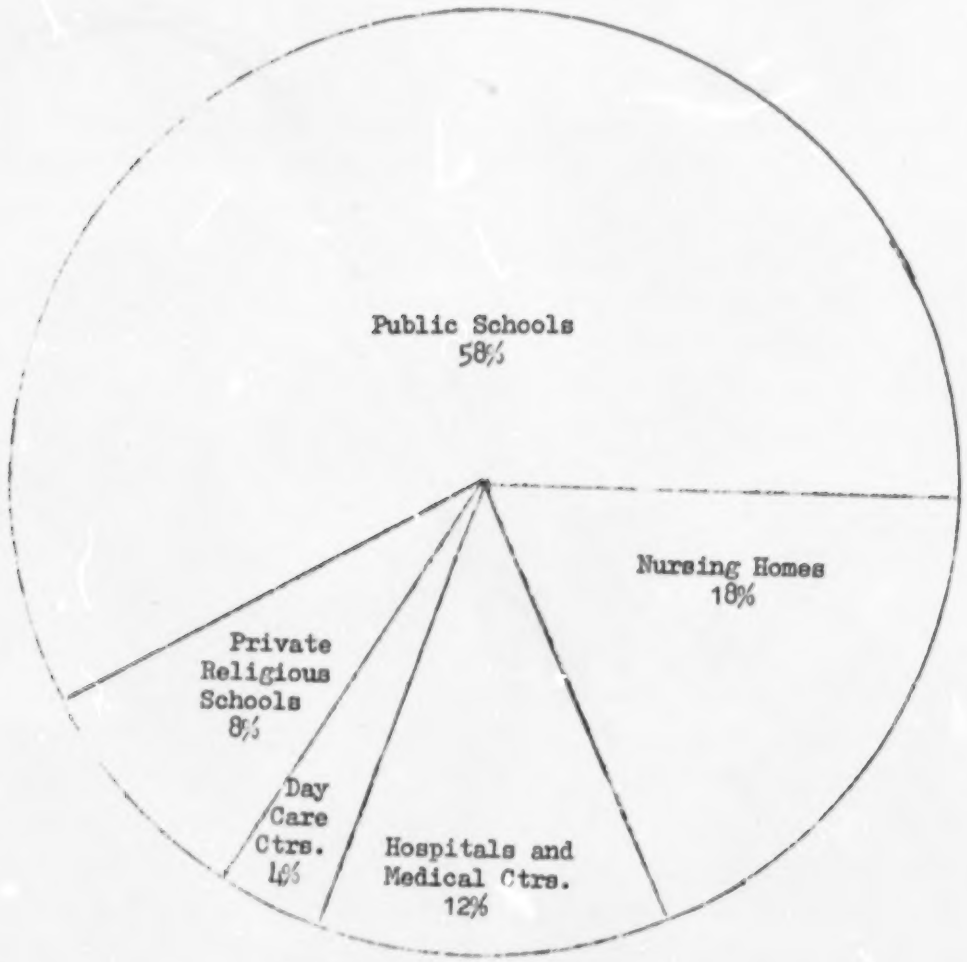

Figure 1
Type of Institutional Respondent n=50

As was true with the restaurant respondents, many institutional respondents specified their total staff size instead of their management staff size; therefore, a tabulation for question 1 of the survey has not been made.

The additional number of food service managers needed by the institutions currently is seven, (Table I). The longitudinal need for managers, 1977-1985, revealed an approximate annual vacancy of 18 food service management positions, (Table II).

What number of current food service employees including the respondent would benefit by taking courses on a part-time basis at Ocean County College? The respondents indicated 176 employees totally, (Table III). What time of day would be most preferable? The overwhelming majority chose the evening hours as the most convenient time period, (Table IV). This contrasts slightly with the restaurant respondents.

The company support and willingness to assist their employees in upgrading their skills were indirectly surveyed in questions seven to nine. Forty (40) percent of the institutions would probably assist employees with the tuition for food service courses; 26% would not; the remaining being uncertain or did not respond, (Table V). Would the employees upon completion of a food service curriculum receive an increase in salary? There was a great deal of uncertainty by the respondents on this question: only 18% responded affirmatively; 20% probably no; 48% uncertain; and 12% did not respond, (Table VI). The willingness of the institutions to accept cooperative education interns was average. The majority (52%) of the respondents indicated their company would be willing to accept the interns, (Table VII).

Only 46% of the respondents felt there was a definite need for a higher education food service management program. This contrasts with the 65% figure of the restaurant respondents. Forty-two (42) percent of the institutional respondents showed an uncertainty as to the need for the food management program, (Table VIII).

Table I Additional Food Service Management Positions Currently Vacant

n=110

# of Positions	Restaurants		Institutions		Total	Total
	# Responding	Total	# Responding	Total	# Responding	Positions
0	42	0	43	0	85	0
1	4	4	6	6	10	10
2	5	10	1	2	6	12
3	1	3			1	3
4	2	8			2	8
9	1	9			1	9
29	1	29			1	29
No Response	4	0			4	0
Total	60	63	50	8	110	71

Table II Food Service Management Positions Available for 1977-85 in Ocean County Restaurants and Institutions

n=110

No. of Positions	1977-79				1980-82				1983-85			
	Restaurants		Instit.		Restaurants		Instit.		Restaurants		Instit.	
	No.	Total	No.	Total	No.	Total	No.	Total	No.	Total	No.	Total
0	8	0	9	0	10	0	11	0	8	0	8	0
1	4	4	14	14	3	3	6	6	3	3	7	7
2	13	26	5	10	7	14	6	12	7	14	6	12
3	2	6	3	9	6	18	4	12	3	9	2	6
4	7	28			4	16	2	8	5	20	2	8
5	2	10	3	15	3	15			2	10		
6	1	6	1	6	2	12	1	6	1	6	3	18
7	1	7			1	7						
8					1	8						
10	2	20			1	10			1	10		
12							1	10				
22									1	22	1	22
39	1	39										
45					1	45			1	45		
60	1	60										
No Response	18	0	15	0	21	0	19	0	28	0	21	0
Total	60	206	50	54	60	148	50	54	60	139	50	73
Yearly Avg.		69		18		49		18		46		24
Modified Yearly Avg.		36*				34**				31		

*Excludes two companies listing 39 & 60 position vacancies for the 3 yr. period.

**Excludes the one company " 45 " " " " " " "

Table III Number of Current Employees Who Would Take Food Management Courses on a Part Time Basis at Ocean County College

No. of Employees	Restaurants		Institutions		Total	
	No.	Total	No.	Total	No.	Total
0	11	0	7	0	18	0
1	3	3	5	5	8	8
2	4	8	13	26	17	34
3	12	36	4	12	16	48
4	7	28	3	12	10	40
5	5	25	3	15	8	40
6	1	6	3	18	4	24
7	1	7			1	7
8			2	16	2	16
10	4	40			4	40
13	1	13			1	13
15	1	15	1	15	2	30
20			1	20	1	20
25	1	25			1	25
37			1	37	1	37
50	1	50			1	50
65	1	65			1	65
No Response	7	0	7	0	14	0
Total	60	321	50	176	110	497

Table IV Time of Day Most Desired for Offering Food Service Courses on a Part-Time Basis

Time of Day	Restaurant		Institutional		Total	
	No.	%	No.	%	No.	%
Day	7	12%	3	6%	10	9%
Evening	23	38	33	66	56	51
Sat. Morning	5	8	5	10	10	9
Other	7	12			7	6
No Response	18	30	9	18	27	25
Total	60	100%	50	100%	110	100%

Table V Would the Restaurant or Institution Assist Their Employees in Paying the Tuition?

Response	Restaurant		Institutional		Total	
	No.	%	No.	%	No.	%
Probably Yes	26	43%	20	40%	46	42%
Probably No	15	25	13	26	28	25
Uncertain	18	30	13	26	31	28
No Response	1	2	4	8	5	5
Total	60	100%	50	100%	110	100%

Table VI If the Current Employees Completed a Foods Service Management Program at OCC Would They Receive a Concomitant Increase in Salary?

Response	Restaurant		Institutional		Total	
	No.	%	No.	%	No.	%
Probably Yes	20	33%	9	18%	29	26%
Probably No	16	27	10	20	26	24
Uncertain	23	38	24	48	47	43
No Response	1	2	7	14	8	7
Total	60	100%	50	100%	110	100%

Table VII Would the Restaurant or Institution Be Willing to Accept Student Interns?

Response	Restaurant		Institution		Total	
	No.	%	No.	%	No.	%
Probably Yes	40	67%	26	52%	66	60%
Probably No	9	15	8	16	17	15
Uncertain	10	17	11	22	21	19
No Response	1	1	5	10	6	6
Total	60	100%	50	100%	110	100%

Table VIII Is There a Need for a Higher Education Program in Food Service Management in Ocean County

Response	Restaurant		Institution		Total	
	No.	%	No.	%	No.	%
Yes	39	65%	23	46%	62	56%
No	2	3	1	2	3	3
Uncertain	18	30	21	42	39	35
No Response	1	2	5	10	6	6
Total	60	100%	50	100%	110	100%

Student Demand for the Program

One of the major causes for the demise of the original food service program was the lack of student demand as evidenced by the small class size. Three separate constituencies were surveyed to ascertain the present student desire for such a program.

As shown previously, 321 current restaurant employees and 176 current institutional employees, identified by employers, would benefit by taking food service courses at Ocean County College. Although this was not a direct survey of potential students, a large portion of the 497 students would probably attend classes given the opportunity.

The 1974 high school survey of student interest allowed the student respondent to write in a curricular choice if the program was not indicated. The food service management program was not listed as a curricular choice on the survey. However, seventeen student respondents indicated a desire to enroll in such a program.[1] Since the sample represented approximately one-third of the junior and senior high school population, one may infer that three times seventeen or approximately fifty high school students had a desire to make a career of the food service industry. This does not mean, however, that fifty students would definitely enroll in such a program at Ocean County College.

The vocational students at the Brick Township Vocational School and the Toms River High Schools, North & South, were a third source of potential student enrollment. The writer and Mr. Frank Adam, Ocean County Career Development Specialist, visited the three schools during the week of May 31st, 1976. Four vocational school classes were visited. A total of 28 students expressed an interest in continuing on in a food service management program at Ocean County College should one develop. Thirteen were undecided and only seven had no interest at all in obtaining food service management skills.

CHAPTER IV
SUMMARY AND RECOMMENDATIONS

Summary

A broad cross-section of food service employers responded to a survey to determine the need for a college program in food service management. The sample of 110 restaurants and institutions was adequate to reflect the views of the potential employer population.

[1]Parrish, op. cit., pg. 27

These employers indicated a need currently for forty-two food service managers excluding one firm's state-wide need for twenty-nine managers. The longitudinal need for the nine year period 1977-85 reveals a yearly demand of approximately fifty positions caused by turnover and expansion. This figure excludes two companies expressing a rather large need totalling twenty-eight management positions yearly for 1977-79 and fifteen a year for 1980-85.

Do the employers feel a higher education program in food service management is needed in Ocean County? The majority do (66%); however, approximately one-third are undecided. These employers are waiting to be shown how such a program can help them. A good public relations effort plus positive results from sending their employees for specific courses should convince the employers of the merits of a food service program at Ocean County College.

With respect to their employees' education, almost half, (42%), of the employers would probably assist in paying tuition for the college courses. Twenty-six percent of the employers would probably increase the salary of employees upon completion of a program in food service management; forty-two percent were undecided on this question. The majority (60%) of the restaurants and institutions would be willing to accept student interns on a cooperative basis. This is a "plus" for inservice employees to receive college credit while working on the job.

The potential employability of trained graduates of such a food service management program has been revealed via this survey. But what about student demand? One of the major reasons for the demise of the original food service course offerings was lack of student demand. The recently established liaison with the Ocean County Vocational Schools incorporating the career ladder concept should provide a future food service program with a small but substantial base of interested students from which to recruit. The survey of the vocational food service classes indicated twenty-eight students would be interested in food service management courses. Also, non-vocational high school students showed an interest in food service curricula in the 1974 survey of all county high schools. Seventeen students in that sample indicated such an interest. The potential inservice education of current employees is the largest student population base. The employers indicated an approximate potential 500 student population base. This figure is undoubtedly high; however, even if ten percent of the individuals in this student base actually enrolled in the food service courses, the program would be strong enough to support itself.

Lack of adequate facilities was another reason for the demise of the original food service offering. Does Ocean County College now have the facilities

to offer? The answer is still no, but the nearby Ocean County Vocational School, located in Brick Township does have adequate laboratory facilities for college level courses, and the administrative officials of the vocational school have expressed a commitment to share the food service facilities with Ocean County College.

Therefore, based upon these survey efforts, the need for a program in food service management exists in Ocean County. This is a job specialty having a record of growth in Ocean County and is expected to continue this growth pattern for a number of years. A food service program offered by Ocean County College would be consistent with its stated objective of serving the career interests of Ocean County residents.

Recommendations

1. Continue the efforts to establish a food service management program by developing a curriculum outline and the associated course syllabi.
2. Take all the necessary steps to have the food service management program approved by the college and the State Department of Higher Education.
3. Submit an application for Vocational Education Funding in the Fall of 1976 for fiscal year 1977-78 funding.
4. Establish cooperative education as part of the curriculum and the associated working relationships with Ocean County food service management employers.
5. Develop extensive public relation materials for distribution to high schools, vocational schools, restaurants, institutional food service facilities, and the general public.
6. Develop a schedule for use of the Brick vocational food service kitchen facilities with Ocean County Vocational administrative officials.
7. Research the faasibility of incorporating a food service laboratory into a projected expansion of the existing student center.
8. Begin the food service management program on a part-time evening basis in the Spring of 1977. After a minimum of two semesters, reevaluate the part-time and evening concepts for possible changes and/or additions.

APPENDIX A

OCEAN COUNTY COLLEGE

TOMS RIVER, N. J. 08753 TEL. 201: 255-4000

Ocean County College is interested in serving the needs of our county for well-trained personnel in the food service management field. The most vital part of Ocean County's economy is the resort industry. The growth of that industry depends, in large, on food service establishments. To meet this anticipated growth and need for trained food service management personnel, the college is studying the feasibility of offering either a one-year certificate or a two-year associate in applied science degree, or both, in food service management as curricular options in the Department of Business. You can assist the college in this effort by providing us with an indication of current and future manpower needs on the attached survey.

This survey is designed to give the college information insuring that the food service management program is desirable and relevant to the needs of potential employers of our graduates. All information will be held confidential. The final summary will contain only cumulative statistical data.

Please return the attached survey within the week in the self-addressed stamped envelope. Thank you for your cooperation and assistance.

Appreciatively,

Andrew S. Moreland
President

Wilmot F. Oliver
Dean of Instruction

Charles E. Strain
Chairman, Business Department

Richard M. Parrish
Director of Institutional Research

RMP/ab
Attachment

21

NEEDS SURVEY

Hospitality Management Program
Food Service Management Option

PLEASE ANSWER EACH QUESTION LISTED. WE ENCOURAGE YOUR COMMENTS AND SUGGESTIONS.

1. Company/Restaurant Name : _____

   Respondent -- Mr./Ms. : _____

   Title : _____

   Telephone : _____ _____

2. Specify the total number of employees, full and part-time presently employed within your restaurant/company in food service management positions such as: head chefs, food and beverage managers, production managers, maitre d's, banquet managers, menu-makers, merchandising supervisors, food stewards, etc.

   Number full-time _____ (40+ hrs./wk.) Number part-time _____ (less than 40 hrs./wk.)

3. What number of additional trained food service management personnel could you currently employ full-time?

   Number full-time (40+ hrs./week) _____

4. What number of additional trained food service management personnel could you employ full-time over a nine year period due to expansion of facilities or employee turnover?

	Years		
	1977-1979	1980-1982	1983-1985
Estimated number of food service management employees needed	_____	_____	_____

5. For the purpose of upgrading skills and for personal enrichment, what number of your present food service employees, including yourself, managers and other staff, would benefit by taking courses on a part-time basis at Ocean County College? (See page 2 for typical courses.) Number of employees _____

6. What time of the day would be preferable for most employees desiring to take courses? (Check one only.)

   a. Day _____ 8:00a.m.-6:00p.m. c. Sat. _____ 8:00a.m.-1:00p.m.

   b. Night _____ 6:00p.m.-10:00p.m. d. Other _____ (fill in)

7. At approximately $75 per course, would your restaurant/company assist your employees in paying the tuition?

Probably Yes _____ Probably No _____ Uncertain _____

8. If your present employees completed this proposed food service management program would they receive an increase in salary?

Probably Yes _____ Probably No _____ Uncertain _____.

9. Would your restaurant/company be willing to accept Ocean County College food service management students in a field work experience?

Probably Yes _____ Probably No _____ Uncertain _____.

10. Is a proposed higher education program in food service management producing graduates trained for positions such as those cited in question #2 needed in the Ocean County area? Yes _____ No _____ Uncertain _____.

11. Please feel free to comment below and on the back if extra space is needed.

NOTES:

The food service management two-year associate in applied science degree program could possibly include core courses taken from examples listed below:

Production Kitchen I & II	Food Services Management
Pantry	Meat Cutting
Production Bakeshop	Stewarding & Cost Control
Storeroom Operations	Cooperative Work Experience
Facilities Planning	Introduction to Hospitality
Table Service	Introductory Accounting
Purchasing	Business Math
Banquet/Buffet Catering	Business Machines
International Kitchen	Personnel Management

Other liberal arts courses could include:

Basic Composition	Social Science electives	Humanities electives
Public Speaking	Physical Education	Science electives

A one-year certificate in food service management would require approximately 24 credit hours of the typical core courses listed previously.

Both the degree and the certificate could be obtained by attending part-time

APPENDIX B

EMPLOYER COMMENTS

1. Head chefs and managers should be trained. General food service workers, I don't believe it's necessary.
2. I think, definitely, these courses would be a great help to food service managers in this area because the closest school offering this type of course is Stockton College, and that is quite a distance to travel from here.
3. Our interest in such a program would be to have graduates of the vocational school food service plan continue in this program as an opportunity to extend their skills and education. There are approximately thirty graduates each year from our food service program.
4. Excellent idea! I hope you succeed in establishing a program.
5. The area definitely needs more qualified personnel. Having graduated from a Pennsylvania university where programs are abounding, I am finding it difficult and discouraging trying to locate a program of continuing education (graduate level for myself and undergraduate for my employees) in the area.
6. This is a fast food operation with all skills learned on the job. All of our food is delivered from a central store. The courses listed would not be of much help to a person in this particular operation.
7. We are only a 10-week summer business, but would employ summer help such as bus boys, waitresses, cook or kitchen helpers.
8. All management trainees are hired by the company and therefore are trained by them.
9. Not interested in program. Internal corporate training only.
10. I cannot be of help in your questionnaire but I feel a 2-year college culinary art course could be added to your curriculum since we are a resort area and qualified personnel are needed. Terrific! Let me know if courses will run. I would like to attend a couple myself.
11. Our operation in Point Pleasant Beach is strictly a summer business. However, we would be interested in employing well trained managers in our Perkins located in Spring Lake and several other stores throughout New Jersey.
12. Having over 15 years in food service and lodging I would be more than happy to cooperate with your program in any way I can.
13. We hire unexperienced employees and train them ourselves to our operation. We never hire experienced help.
14. I think this would be an excellent course. It is needed in this area. We, ourselves, take young boys that are interested in food services and train them and have them work their way up the ranks.

15. I, as a restauranteur and chef, feel there is a great need for this type of education.
16. Course should have very positive impact on local food service industry. Good luck!
17. I feel this is needed in this area to upgrade the food and restaurant business.
18. I think a program such as this is sorely needed in Ocean County.
19. We sincerely hope you will develop this program.
20. I rather think many operators rely on themselves for management decisions and hire workers at a base rate and raise those deserving.
21. The food service has been expanding at a fast pace and projections are that it will continue. I think there will be a need for trained people as our county grows.
22. We are a semi-fast food limited-menu restaurant. I'm afraid we are not looking for highly trained personnel.
23. I praise your idea. There is a great need for trained, experienced help in the fast foods and restaurant field. I strongly feel your courses would be very helpful.

APPENDIX C

EMPLOYER RESPONDENTS

Restaurant/Institution Name	Location
1. Burger King	Brick Town
2. H. L. Green	Brick Town
3. Friendly Ice Cream	Brick Town
4. Bob's Big Boy	Brick Town
5. Beachwood Diner	Beachwood
6. Sea Spray Motor Inn	Long Beach Island
7. Berkeley Restaurant	Seaside Park
8. Friendly Ice Cream	Toms River
9. Shanty Pub	Point Pleasant Beach
10. Fairmont Hotel	Lakewood
11. Georgian Court College Dining Hall	Lakewood
12. Pampered Pancake	Long Beach Island
13. Perkins Pancake House	Point Pleasant Beach
14. The Sea Watch	Point Pleasant Beach
15. Chickie's	Lakewood

16.	Blue Noodle Restaurant	Long Beach Island
17.	Block and Tackle	Brick Town
18.	Great Adventure	Jackson
19.	Tide's Diner	Long Beach Island
20.	Hurricane Seafood Restaurant	Point Pleasant Beach
21.	Winkleman's Restaurant	Lakewood
22.	Panda Inn	Lakewood
23.	Cup & Saucer	Toms River
24.	Towne & Country Inn	Lakewood
25.	Wida's Restaurant	Barnegat
26.	Alfonso's Restaurant	Point Pleasant
27.	Hideaway Restaurant	Manahawkin
28.	Toshiro's Restaurant	Brick Town
29.	Burger Chef	Toms River
30.	The Anchor Light	Point Pleasant Beach
31.	Mr. Pizza	Lakewood
32.	Frank's Charbroil	Point Pleasant Beach
33.	Burger King	Brick Town
34.	Peterson's Riviera Inn	Brick Town
35.	Alger's Coffee Shop	Toms River
36.	Toms River Chemical	Toms River
37.	Bay Bridge Inn	Toms River
38.	Mr. Steak	Brick Town
39.	Bonanza Sirloin	Toms River
40.	The Godfather	Lakewood
41.	Perkins Pancake House	Toms River
42.	Thunderbird Motel	Mantoloking
43.	O. C. Day Training Center	Toms River
44.	Burger Chef	Toms River
45.	Malibu Hotel	Lakewood
46.	Lobster Shanty	Point Pleasant Beach
47.	Captain's Inn	Forked River
48.	Carroll's Caravelle Inn	Manahawkin
49.	Peter's Pancake House	Brick Town
50.	Woodlake Country Club	Lakewood
51.	Pizza King	Toms River
52.	Peter Skokos Drive Inn	Point Pleasant Beach
53.	The Townhouse	Point Pleasant

54.	Post's Capitol Hotel	Lakewood
55.	Gino's of N. J.	Brick Town
56.	Top O' The Mast	Seaside Park
57.	O'Connors Restaurant	Lakewood
58.	Holiday Inn	Lakewood
59.	Peterson's Sunset Cabin	Lakewood
60.	Forked River House	Forked River
61.	Tai Leung	Toms River
62.	Little Egg Harbor Elem. School	Tuckerton
63.	Beach Haven Elem. School	Beach Haven
64.	Bay Head Elem. School	Bay Head
65.	Central Regional Schools	Bayville
66.	Berkeley Township Schools	Bayville
67.	Pt. Pleasant Boro Schools	Point Pleasant
68.	Lacey Township Schools	Lanoka Harbor
69.	Ocean Township Elem. Schools	Waretown
70.	Lavallette Elem. School	Lavallette
71.	O. C. Vocational School	Toms River
72.	Plumstead Township Schools	New Egypt
73.	Stafford Township Elem. Schools	Manahawkin
74.	Brick Township Schools	Brick Town
75.	Manchester Township Schools	Whiting
76.	Eagleswood Township Schools	West Creek
77.	Lakewood Schools	Lakewood
78.	Lakehurst Elem. School	Lakehurst
79.	Long Beach Island Schools	Ship Bottom
80.	Southern Regional Schools	Manahawkin
81.	Ocean Gate Schools	Ocean Gate
82.	Island Heights Schools	Island Heights
83.	Seaside Park Elem. School	Seaside Park
84.	Union Township Elem. School	Barnegat
85.	Seaside Heights Schools	Seaside Heights
86.	Pt. Pleasant Beach Schools	Point Pleasant Beach
87.	Toms River Schools	Toms River
88.	Seaside Park Schools	Seaside Park
89.	Jackson Township Schools	Jackson
90.	St. Mary's Academy	Lakewood
91.	Hebrew Day School	Lakewood

92.	America's Keswick Bible Conf. & Alcoholic Rehab. Center	Whiting
93.	Harvey Cedars Bible Conf.	Harvey Cedars
94.	Sheltered Workshop	Lakewood
95.	Hillcrest Convalescent Ctr.	Lakewood
96.	St. Francis Center	Long Beach Island
97.	Bayview Conval. Center	Bayville
98.	Newman Lakewood Nursing Home	Lakewood
99.	Claremont Care Center	Point Pleasant
100.	Lakewood Pine-Aire Nursing Home	Lakewood
101.	Ferrara Shelter Care	Lakewood
102.	Summit Nursing Home	Lakewood
103.	O.C.C. Child Care Center	Toms River
104.	Berkeley Head Start	Berkeley
105.	Lakewood Medi-Center	Lakewood
106.	Community Memorial Main Kitchen	Toms River
107.	Paul Kimball Hospital	Lakewood
108.	Community Memorial Hosp. Snack Bar	Toms River
109.	Pt. Pleasant Hospital	Point Pleasant
110.	Toms River Conval. Center	Toms River
111.	Ocean County Jail	Toms River
112.	Feldstein's Bar, Inc.	Lakewood
113.	Old Causeway Inn	Manahawkin
114.	O. C. College Cafe	Toms River
115.	Capt. Courageous Restaurant	Toms River
116.	Hey Birds	Lakewood
117.	The Dutchman's Brauhaus	Manahawkin
118.	Bayville Diner	Bayville
119.	Wida's	Barnegat Lt.
120.	Jenkinson's Pavillion (So.)	Point Pleasant Beach
121.	Gino's	Toms River
122.	Westminster Nursery School	Toms River
123.	Jenkinson's Cocktail Lounge	Point Pleasant Beach
124.	Jefferson Hotel	Lakewood
125.	Public Service Bus Terminal	Lakewood
126.	El Greco, Inc.	Brick Town
127.	Joey Harrison's Surf Club	Ortley Beach
128.	Vito's Restaurant	Long Beach Island

129.	Brew & Spirits	Lavallette
130.	Lobster Shanty (Kettle of Fish)	Point Pleasant Beach
131.	Berkeley Home for Aged	Bayville

NOTE: Only 110 of the 131 responses were suitable for tabulation.

UNIVERSITY OF CALIF.
LOS ANGELES
APR 25 1977
CLEARINGHOUSE FOR
JUNIOR COLLEGES